



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mike Land, City Manager

**Date:** September 26, 2017

**Reference:** Old Town Coppell Signage Discussion

**2030:** Business Prosperity, Goal 3: Old Coppell As A Small Village

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### Introduction:

On August 8, 2017, the Coppell City Council voted to not authorize staff to move forward with final construction documents for the Old Town Coppell Arches. Council expressed a desire to defer any additional discussion/decision until after the Council Sub-Committee and Council discuss a capital expenditure and debt priority program.

### History:

- FY 15/16 Council Goal: Old Coppell as Small Town Village – Develop and present a comprehensive signage plan within City ROW.
- July 12, 2016 – Staff briefed the City Council on the idea of Arches with banners at three to four locations as entryways into Old Town Coppell.
- FY16/17 City Council Goal: Implement Signage/Arches in Old Town Coppell.
- Council provided staff a budget of \$400,000.00 in undesignated fund balance for FY16/17.
- Staff presented the project to the Old Town Association March 2, 2017.
- Staff hired Huitt-Zollars to provide a preliminary feasibility study on the arches (preliminary report attached).
- July 25, 2017 - Staff briefed City Council on the results of the feasibility study and the refined concept.

- August 8, 2017 Council did not authorize staff to engage Huitt-Zollars to move forward with final design and construction documentation.

**Action:**

Currently staff is not working on anything related to Old Town Coppell signage and has no plans to unless otherwise requested to do so by Council.